Did Sorrell woo O'Neill?

Photo by Doug Goodman

Martin Sorrell and William Wardell stroll into the courthouse.

By JON LAFAYETTE and GARY LEVIN

NEW YORK—Three weeks after Lord Einstein O'Neill & Partners was formed, WPP Group Chief Executive Martin Sorrell phoned one of the breakaway partners possibly to lure him back to WPP.

The surprising phone call was disclosed in testimony last week by Kevin O'Neill, former exec VP-creative director at Lord, Geller, Federico, Einstein. Mr. Sorrell is suing Lord Einstein executives for leaving the agency, in a case before the New York state Supreme Court.

Mr. O'Neill said Mr. Sorrell called him at the new agency to set up a meeting. Sources speculated that Mr. Sorrell was trying to recruit Mr. O'Neill back into WPP.

"I was shocked he'd called me," testified Mr. O'Neill, who holds the same title at Lord Einstein. "I asked what he wanted to talk about. He said he just wanted to chat about things in general."

Mr. O'Neill said he put off the first request, then turned down a second invitation when Mr. Sorrell called again a few days later. Mr. O'Neill said he didn't know exactly when the call was made, but sources said it happened April 8.

That day, Lord Einstein executives had a meeting scheduled with IBM Corp., Lord Geller's biggest client. IBM decided to assign some project work to the new agency, where Mr. O'Neill, among others, was familiar with IBM's needs and well-regarded by IBM executives.

Earlier, on April 6, Mr. Sorrell announced he had hired Agi Clark from N W Ayer as exec VP-managing director of creative services at Lord Geller, effectively filling the gap left by Mr. O'Neill.

Since Mr. Sorrell couldn't have asked Mr. O'Neill to return to the agency and report to Ms. Clark, he may have had an even more senior post in mind, observers believe. Earlier that week, Lord Geller won a temporary injunction barring Lord Einstein from hiring Lord Geller employees.

It couldn't be determined whether Mr. Sorrell called other Lord Einstein staffers. Former Lord Geller Chairman-CEO Dick Lord, Presi-

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Saatchi names pair to oversee agency groups

By LAUREL WENTZ

LONDON—Saatchi & Saatchi Co. is moving two top British executives into major new roles that will have an impact on Saatchi's operations in the U.S. and elsewhere.

The new posts include responsibility for strategic coordination of all Saatchi-owned advertising and other communications businesses.

T. Bannister

R. Warman

Terry Bannister, 42, and Roy Warman, 39, were appointed joint directors of operations for Saatchi's communications division last week.

For the past year, they've been joint ceos of Saatchi & Saatchi Advertising International—the non-U.S. arm of Saatchi & Saatchi Advertising Worldwide.

In that role they wielded enormous clout by starting an agency from scratch in Japan, moving people around and even ordering a creative director fired in West Germany.

However, Saatchi & Saatchi is carefully positioning this latest change to be non-threatening to its U.S. managers, and there's no hint they will directly interfere in the U.S.

Messrs. Bannister and Warman, who were joint managing directors and ceos of Saatchi's London agency from 1985 to 1987, are the most successful example of a Saatchi penchant for tackling top management jobs in pairs.

Their new roles will include making decisions across networks about competitive activities and what represents client conflict; how to communicate the different, competitive positionings of the Saatchi and Backer Spielvogel Bates Worldwide networks, about which Mr. Warman said there is "enormous confusion" in public perception; and integrat-

(Continued on Page 88)

Banquet is over; Coors favors Draft

By IRA TEINOWITZ

Adolph Coors Co. will hike ad spending for its flagship Coors Banquet beer by 35% and rechristen it Coors Original Draft.

The changes in the 115-year-old brand, expected to occur in July, are intended to counter both growing competition from Miller Brewing Co.'s Genuine Draft and customer confusion about Coors' credentials as a draft beer.

For more than 30 years, Coors has been making all its beer using a cold filtering process that it says produces a true draft beer. Since last November, advertising for Coors—from GSD&M, Austin, Texas—has focused on this heritage, positioning it as the original draft beer (AA, Nov. 23).

But until now, the only packaging the company offered that prominently mentioned its draft-brewing style was for its newest beers, Coors Extra Gold, Herman Joseph's and Herman Joseph's Light.

"They have obviously concluded that being draft will help sell the product," said Emanuel Goldman, a beer analyst for Montgomery Securities. "The ironic thing is that while Coors was the first one to say it didn't pasteurize beer, it was Miller who was able to get the mes-

(Continued on Page 91)

Colgate says its global plan is running ahead of schedule

By LAURIE FREEMAN

NEW YORK—Trying to improve its standing as a leading global consumer-products company, Colgate-Palmolive Co. is introducing at least two new products internationally: Ajax Spray 'n Wipe and Neutro Balance.

Ajax Spray 'n Wipe, a line of household-cleaning products, is starting TV advertising in Australia, while Neutro Balance, a pH-balanced skincare line, is starting its launch in Latin America. Young & Rubicam handles Neutro Balance; Chicago-based Foote, Cone & Belding is doing the Ajax introduction.

"Our vision is to be the best global consumer-goods company," Colgate-Palmolive Chairman Reuben Mark said. "Our eight-year plan essentially is ahead of schedule on virtually all measurements."

Pausing to evaluate its progress at the midpoint of the eight-year strategic plan, Mr. Mark said the company has met or exceeded all but one of its advertising, marketing and financial goals.

The only area lagging is the company's return on sales, "which has not moved as fast" as expected, Mr. Mark said at Colgate's annual meeting.

> "Our vision is to be the best global consumer-goods company."
> —*Reuben Mark*

He credits Colgate's relationships with FCB and Y&R for much of the company's success.

"We have strengthened our marketing and advertising efforts worldwide . . . based on the creative excellence of our partnership with two world-class agencies," he told shareholders during Colgate's annual meeting that took place here earlier this month.

Mr. Mark showed off the latest commercial reel from the two agencies, touting the "highly competitive" worldwide creative for products ranging from Fab 1 Shot laundry aid to Colgate Tartar-Control Formula toothpaste.

To stay competitive, Mr. Mark said Colgate, which introduced 201 new products and line extensions last year, must divest its Kendall Co. Colgate announced earlier it intends to sell the healthcare unit, which could command a purchase price of more than $1 billion.

Kendall accounted for $1 billion, or 18%, of Colgate's $5.6 billion in sales last year.

"It's imperative [for Colgate] to focus all its attention on the consumer-products area," Mr. Mark said.

The sale of Kendall will give Colgate seed money to invest in new-venture groups in the areas and categories the company wants to be in, said Courtenay Shepard, president, Colgate-U.S.

The goal is to invest in small "product niches" that Colgate's main competitors may not be interested in pursuing, like the company's recent acquisition of Disposer Care, a garbage-disposal deodorizer from Wisconsin Pharmacal (AA, April 25).#

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The dancing raisins' best performance is in selling themselves.

Hot raisins

It's licensed products that bring big bucks

By ALICE Z. CUNEO

The California Raisin Advisory Board's dancing raisin commercials are selling a few more edible raisins, but their real success is in moving fruit of the inedible kind.

Retail sales of merchandise bearing the likenesses of the raisin board's Claymation presenters are expected to reach $500 million this year, 50% higher than the board estimated when the bulk of the products were launched in January.

Applause Inc., the board's licensing agent, predicts wholesale sales of raisin merchandise will top $250 million—more than worldwide raisin sales, which are estimated at $200 million.

"We are shellshocked. We knew we had a winner, but we didn't anticipate how hot it would become," said Pamela McSweeney, marketing manager at Applause Inc., Woodland Hills, Calif.

Ms. McSweeney said the company has granted 62 licenses for raisin merchandise so far and is negotiating to add new products in 1989 and 1990.

Licensed products range from $1 trinkets such as pencils and tiny figurines to $25 watches and more expensive bedding sets.

Actual raisin sales, meanwhile, have been less than explosive.

"The commercials obviously drew a lot of attention and amused people, but they did not have outstanding sales results," said Alan Miller, spokesman at Selling Areas-Marketing Inc.

Although spots introducing Will Vinton Productions' Claymation raisins brought the business out of the "soft" summer of 1986, "there isn't any tremendous upsurge in volume," Mr. Miller said.

Dollar sales of raisins were up 6% and pound sales rose 8% for August 1987 through March 1988, compared with the same period a year earlier, said Bob Phinney, the raisin board's director of advertising and promotion. Sales for August 1986, when the Claymation campaign broke, through March 1987 posted similar gains over the 1985-1986 crop year.

But SAMI data indicate supermarket warehouse withdrawals of raisins totaled 151 million pounds in 1986, down 3.1% from 1985. In 1987, raisins moving onto grocery-store shelves increased 1.9% to 154 million pounds. For the first quarter of this year, sales are up only 0.8%.

Those figures don't include the sales of raisins in other products, such as baked goods and breakfast cereals.

One side benefit to the raisin industry of the dancing raisins campaign is the promotion of raisins in other products, Mr. Miller said.

For instance, General Foods Corp. is adding a California raisin to its Post Natural Raisin Bran cereal box and has licensed the characters for a summer ad campaign and consumer promotion (AA, May 2).

Last fall, Del Monte USA used the rockin' raisins to promote Del Monte Fruit Snacks and Del Monte seedless raisins (AA, Aug. 31), and Hardee's Food Systems used the characters for a promotion of its Cinnamon N' Raisin Bisquit (AA, Oct. 5).

Foote, Cone & Belding, San Francisco, handles the raisin board's advertising.

The popularity of the Claymation figures extends to nations such as Australia, which has its own raisin industry and has never aired the California raisin spots, said Applause's Ms. McSweeney.

"We've launched internationally with no media support," she said.#

Addendum to Income Report

ADVERTISING AGE inadvertently omitted some of the offices of McCann-Erickson Worldwide in the Foreign Agency Income Report (AA, May 9):

City	Gross income	% chg	Billings	% chg	Work force 1987	Work force 1986
			($ in thousands)			
Buenos Aires, Argentina	1,739	NA	11,599	NA	61	55
Vienna, Austria	4,509	37.7	30,075	37.7	60	58
Brussels, Belgium	10,755	40.6	71,736	40.5	146	140
Toronto, Canada	10,956	13.3	73,077	13.3	183	184
Santiago, Chile	1,767	14.7	11,786	14.7	88	75
Copenhagen, Denmark	2,797	70.6	18,656	70.6	33	29

Marketers need to think long term

Costs still make package-goods companies skittish

By Judith Graham

Direct marketing has yet to come of age at consumer package-goods companies.

"The interest level among package-goods manufacturers is very high, but the commitment is generally low," says Ellen Farley, senior VP-director of research at Donnelley Marketing. "Until some highly visible, successful campaigns are launched, it will be difficult to command the resources needed to staff departments and build data bases."

The recent creation of "category" organizational structures by some package-goods marketers promises to be a strong plus for direct marketing.

"Individual brand managers cannot justify direct marketing's costs. But across brands, it starts to become economically feasible," says John Groman, senior VP at Epsilon Data Management, a data base direct marketing company.

However, organizational changes are not enough to reverse the hesitation toward direct marketing. Several experts suggest that a basic shift toward long-term customer relationships and away from short-term sales will be necessary before they embrace this approach.

"Direct marketing will only flourish when the problem of customer relationships is isolated, identified and put on the top of the corporate agenda," says David Pease, senior VP at Saugatuck Group and former corporate director of direct marketing at General Foods Corp.

Little is known about package-goods companies' involvement in direct marketing. The Direct Marketing Assn. does not collect statistics on the subject, nor are there other sources of centralized information. Package-goods companies like obscurity for their activities.

"We prefer not to disclose very much," says John Kuendig, director-direct marketing at General Foods. "One of the advantages of direct marketing is that you haven't gone on mass media or dropped millions of free standing inserts, and your competition really doesn't know what you're doing," he says.

That gives companies the freedom to make mistakes without losing face. "We're still in the stage of experiment, and at least 50% of the experiments are failures or not clear successes," says William Morrissey, president of Ogilvy & Mather Direct, the nation's largest direct-response agency.

Confusion about what constitutes direct marketing is prevalent among package-goods com-

(Continued on Page S-4)

Building a database

Extent of use of outside lists to compile a consumer database for future promotions

	Percent of each group		
	All cos.*	Largest cos.*	Smaller cos.*
Already building consumer database	49%	72%	36%
Anticipate doing so; no decision yet	26	20	31
Have no present plans to do so	25	8	33
Total	100%	100%	100%
(Bases)	(68)	(26)	(42)

*Denotes annual sales volume: Largest companies more than $1 billion; smaller companies less than $1 billion.
Source: Donnelley Marketing Tenth Annual Survey of Promotional Practices

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General Foods believes in Crystal Light effort

By Amy Zipkin

The analysis of how to reach a finite audience with more personal service is one of our first objectives, says John Kuendig, director of direct marketing for General Foods.

"We've only started to scratch the surface to determine if there are direct-marketing applications to support brand strategies," he says.

General Foods has developed direct-mail programs to consumers with Gevalia coffee and the Thomas Garraway gourmet food catalog. More recently the package-goods giant has begun to develop direct-marketing programs to bring the customer into retail stores.

Amy Zipkin is a Westport, Conn.-based free-lance writer.

■ *Marketer develops direct program to build on strong consumer loyalty to brand*

For a March rollout, General Foods developed a program integrating package-goods promotion with direct marketing for Crystal Light, its adult powdered diet soft-drink mix.

Now in the fifth year of national distribution, Crystal Light's 10 flavors have a strong following among users with a high level of interest in health and fitness.

"Crystal Light drinkers view the brand as their own," says Leslie Benning, senior product manager, Crystal Light.

To capitalize on its strong brand loyalty, GF created a Crystal Light LightStyle Club, which is supported by a national health and fitness campaign from DMB&B, New York, featuring celebrity endorsers Linda Evans and Priscilla Presley. The tag line, "I believe in Crystal Light 'cause I believe in me," emphasizes the close association of consumer and product.

"Basically it's a reward and motivation system to get the customer to continue to purchase the brand," says Ms. Benning.

The Crystal Light mailing list is made up of customers who responded to previous Crystal Light offers. The brand also used Donnelley Marketing's Share Force and Computerized Marketing Technologies' Select and Save programs for additional customer names.

Various offers were tested in a series of mailings during 1987. The offers tested different techniques for the program, such as multi-value coupons vs. single value coupons, says Mr. Kuendig.

(Further information about the testing is not available.)

The rollout, which will expand to quarterly mailings, consists of a blue and white envelope with teaser copy offering savings, health and beauty tips and a catalog.

"The collaborative designs create a whole look that's light, energetic and active," says Ms. Benning.

The package, created by DMB&B Direct, includes a two-page letter describing the contents: a coupon for multiple purchase; an offer for Crystal Light singles; a LightStyle catalog; coupons for free canisters and a savings pocket for foil seals.

The introductory letter signed by Christine Ellis, a fictional club director, also offers the customer two free seals, which can be used to purchase Crystal Light catalog merchandise. "It's a way to personalize the club," says Ms. Benning.

The newsletter continues the blue and white theme and includes health, diet, fitness and beauty information as well as recipes and a description of the nationally televised fourth annual Crystal Light National Aerobic Championship this spring.

The catalog is an eight-panel merchandise brochure featuring action gear with a Crystal Light logo, beverage sets and

The Crystal Light newsletter includes diet, fitness and beauty information, plus recipes.

Long-term thinking

'Individual brand managers cannot justify direct marketing's costs. But across brands, it starts to become economically feasible'

(Continued from Page S-2)

panies, says James Rosenfield, president of his own San Diego, Calif.-based direct-response shop.

Direct marketers aggravate the problem by focusing on techniques instead of concepts and speaking in a language that package-goods managers do not understand, he says.

Until some critical questions are answered, it's likely that direct marketing will remain an occasional weapon used to solve a limited set of problems.

The most important questions relate to bottom lines. Managers aren't convinced that direct-marketing advantages are worth the costs—they can be 10 to 20 times higher (per 1,000 consumers reached) than mass media expenses.

"The issue is whether the margins in soap and kids' cereals can support it. And the truth is we don't know the answer yet," Mr. Morrissey says.

What is clear is that direct-response agencies are more interested than ever in finding the answer.

Executives have responded by organizing a new Direct Marketing Assn. program charged with developing the package-goods marketplace. The Market Development Program, which will be run as a separate DMA department, already has received more than $150,000 in funding.

"Rather than bringing what we already know we do well to package-goods companies, we need to understand their businesses better and create programs that address those problems," says Richard V. Colligan, vice chairman at Wunderman Worldwide and co-chairman of the DMA Market Development Program.

George Wiedemann, the other program co-chairman and president of Grey Direct, believes the future lies in convincing companies that direct marketing should be an ongoing component of their marketing mix.

So far, only major cigarette companies appear to be adopting that approach. During the past several years, both R.J. Reynolds Tobacco USA and Philip Morris USA have spent substantial sums building enormous customer data bases.

Several experts suggest that the marketers are building an alternative distribution network to ensure their survival if retail distribution is cut back.

Direct marketing is "very definitely" growing in importance at RJR, says Kenneth Neher, director, direct marketing development.

Mr. Neher declined to discuss Reynolds' direct marketing program in detail, but observers speculate that its data base has 25 million names, and that its annual direct-marketing budget is more than $100 million.

Philip Morris is not as far along as Reynolds; it began data-base marketing in earnest only three years ago. Most of its activity has been testing different kinds of targeted promotions, says Ellen Merlo, VP-marketing services.

In the view of many experts, direct marketing rewards—additional product information, promotional offers and general information that addresses consumer concerns can be used to reinforce brand loyalty.

That approach was the basis of one of the most successful package-goods direct-marketing programs on record: Kimberly-Clark Corp.'s "New Mothers" campaign for its Huggies diapers—a $20 million-plus campaign via Ogilvy & Mather Direct.

Recognizing the marketing significance of important lifestyle changes, direct marketers are looking at similar programs for groups such as engaged couples or young marrieds, teenagers going off to college and retirees.

Other developments in direct marketing for package-goods companies include:

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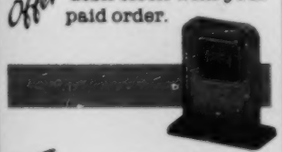

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storage containers, a beach mat and bicycle mount.

While the merchandise is the reward, the incentive for multiple purchase is built in. Each one of the merchandise offerings requires multiple seals to be submitted in addition to a predetermined cash value.

"The package enables us to target the advertising as opposed to mass FSIs where customers may not know about the product," says Ms. Benning.

Prospective users will be targeted in the off seasons of fall and winter.

The research results for Crystal Light reflect an integration of package goods and direct-marketing techniques.

"We've used scanner data to determine volume of product sold," says Ms. Benning.

However, Mr. Kuendig emphasizes that direct marketing relies on testing and its results, which reflect attitude and survey information.

Besides reinforcing brand image, direct marketing to bring consumers to the retailer established itself as an effective marketing vehicle.

"As compared to other promotions and advertising, the Crystal Light program had a greater impact than any other program with measured results," says Ms. Benning.

- Continuity clubs designed to reward heavy users of a product and encourage light users to become heavy users.
- Programs targeted at "influentials" who recommend products to consumers.
- Programs targeted at the trade to complement the sales force or, in some cases, substitute for sales calls.
- Programs introducing new niche products and encouraging trial by discriminating groups of consumers.

Donnelley seems to be asking all the right questions

Executives at Donnelley Marketing talk about "the force" as a secret weapon. However, this is not an intergalactic struggle; it is an engagment with the more earthly task of improving market share.

The 18 year old Share Force program, in its current format since 1979, is coming into greater prominence as marketers discover the benefits of targeting existing products directly to their users. In its 10th annual Survey of Promotional Practices, released in March, Stamford, Conn.-based Donnelley discovered that nearly 50% of the nation's companies are building data bases.

The key to Share Force is a questionnaire included in Carol Wright mailings twice a year to 45 million households of above average income and greater than average number of children.

The consumer is not even aware of the separate nature of the program. Identified as the Carol Wright Super Saver Gift Package, it offers free gifts, coupons and product samples if the consumer answers about 50 questions related to product usage and preference.

The questions are designed by the manufacturers, and Donnelley guarantees category exclusivity for each question.

Which manufacturers? "A good proportion of the major package-goods manufacturers are all involved in one way or another at one time or another," says John Ripka, VP, who is responsible for Share Force.

The questions typically gauge which products a family member has used most often. A question about eye drops, a product traditionally difficult to identify in terms of demographics, provides the sponsoring manufacturer with information about competitors.

The information is then used to target competing users with coupons and/or samples, at the marketers' discretion. According to Mr. Ripka, ad positioning can be enhanced when coupled with other research information—e.g. age, hobbies. The eye drops marketer could target its advertising directly to swimmers, for example.

Companies provide the consumer coupons and samples through Donnelley's fulfillment center.

Donnelley uses the approximately 4.5 million responses from each mailing to add to its Share Force data base of 20 million.

—*Amy Zipkin*

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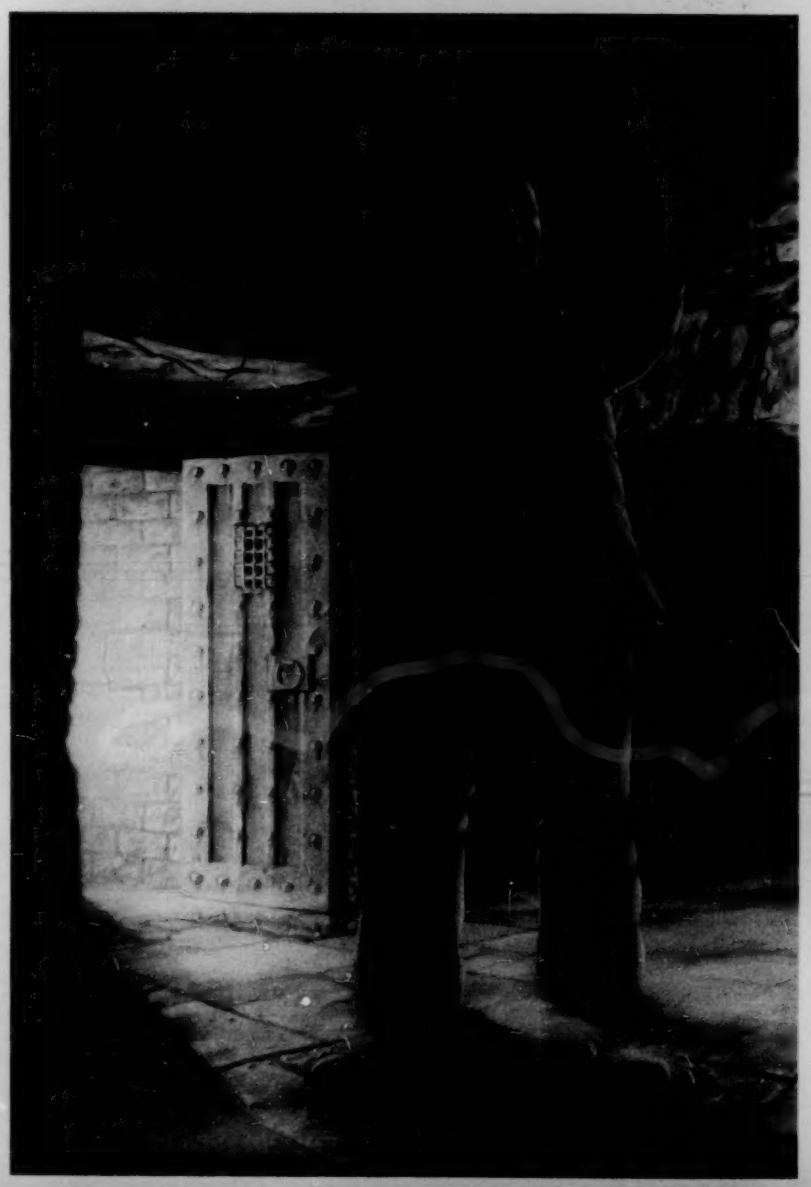

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Morris

(Continued from Page S-1)

pet products--has exceeded company expectations.

With the fourth issue coming out this month, the company is at a crossroads, "paws-ing" to look at ways to increase circulation and inspire subscription renewals.

The publishers plan to conduct research before changes are made, to see how the publication has affected consumer purchase behavior, and to test some new ideas, Mr. Brown says.

This effort will begin with implementation of a renewal program for current subscribers using a series of mailings. Included will be a formal research questionnaire asking consumers for demographic information and their attitudes toward cat ownership and toward the magazine.

"*The Morris Report* is truly an interactive forum for cat owners under the 9 Lives/Morris name," says Mr. Brown. "We're committed to it for the long term."

Data bank — Direct Marketing

Top 25 U.S. agencies in direct response billings

Rank/Agency	Direct response billings '87	Direct response billings'86	U.S. billings '87	U.S. billings '86
1. Ogilvy & Mather Direct Response	260,000,000	240,000,000	260,000,000	240,000,000
2. Wunderman Worldwide	259,896,550	224,525,540	260,000,000	224,500,000
3. Foote, Cone & Belding Communications	213,102,920	71,064,731	1,369,697,737	1,389,230,800
4. Direct Marketing Group	148,302,666	134,539,000	149,800,000	138,700,000
5. Telephone Marketing Programs	144,500,000	118,000,000	144,500,000	118,000,000
6. MARCOA DR Group	107,700,000	90,700,000	119,200,000	110,100,000
7. Rapp & Collins USA	99,400,000	81,800,000	99,400,000	81,800,000
8. Grey Advertising	92,500,000	55,100,000	1,455,400,000	1,358,000,000
9. Kobs & Brady Advertising	85,278,000	80,987,441	85,278,000	80,987,441
10. Barry Blau & Partners	64,378,000	51,396,000	72,335,000	60,010,000
11. Ketchum Advertising	58,230,000	58,057,000	610,000,000	488,467,000
12. Omni Marketing	52,220,000	34,500,000	57,000,000	46,000,000
13. Lally, McFarland & Pantello	39,400,000	24,908,300	67,581,646	43,260,861
14 Yellow Pages Marketing Services	37,546,000	34,810,730	37,546,000	34,810,730
15. Vicom/FCB	37,482,130	24,771,599	74,964,263	49,543,200
16. Bernard Hodes Advertising Group	32,669,000	22,980,000	180,256,000	138,700,000
17. Earle Palmer Brown Cos.	26,500,000	N/A	248,650,000	142,062,981
18. N W Ayer	26,434,000	N/A	878,048,000	672,000,000
19. Grant/Jacoby	19,000,000	12,000,000	61,350,000	55,500,000
20. Admarketing	18,800,000	17,800,000	201,000,000	184,000,000
21. D'Arcy Masius Benton & Bowles	15,717,849	13,664,266	1,332,300,000	1,278,500,000
22. Ross Roy Group	15,300,000	13,100,000	475,300,000	416,000,000
23. Kallir, Philips, Ross	14,734,000	14,330,000	123,877,000	112,957,500
24. Marketing Resources Inc./WB&H Advertising	14,450,000	7,100,000	35,600,000	20,253,000
25. Bozell, Jacobs, Kenyon & Eckhardt	13,600,000	13,500,000	1,150,000,000	1,090,000,000

Notes: Data is compiled from 442 agencies reporting billings by media. Direct response includes Yellow Pages, direct mail, catalogs, direct response TV, direct response radio, direct response newspaper, direct response magazine, telemarketing and free-standing inserts. Some internal production fees may be included in billings figures in this table.

Source: Advertising Age U.S. Advertising Agency Profiles, March 30, 1988. Figures represent agencies' reporting for the AA 500 only.

Associate editor Pat Gray Thomas coordinated this report on Direct Marketing.

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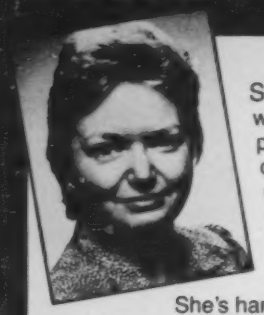

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April consumer magazine ad linage

	Current month		Year-to-date	
	1988	1987	1988	1987
■ Auto/cycle/rec. vehicles				
ATV Sports	30.2	43.9	119.1	169.7
Autoweek (52X)	163.6	142.3	766.1	544.2
Car & Driver	101.4	98.9	392.0	337.9
Car Collector & Car Classics	15.3	20.2	68.2	66.6
Car Craft	86.6	95.8	287.8	299.1
Circle Track	82.3	66.5	317.4	279.0
Cycle World	64.4	77.5	189.5	229.4
Dirt Rider	46.5	41.9	151.3	138.3
Dune Buggies & Hot VWs	76.6	75.2	281.2	292.3
Family Motor Coaching	160.9	139.1	710.4	624.6
4 Wheel & Off-Road	91.0	89.5	308.0	299.0
Four Wheeler	91.0	97.0	324.0	319.0
Hot Rod	91.9	82.9	337.1	271.7
Motorcyclist	71.4	69.6	181.3	187.0
Motor Trend	112.3	87.5	333.3	282.8
Motorhome	87.9	83.1	337.5	314.1
Rider	54.0	64.2	153.1	170.1
Road & Track	116.3	107.3	435.0	360.9
Trailblazer	74.3	61.0	205.0	172.0
Trailer Life	92.1	108.6	359.5	392.4
Total Group	**1,709.8**	**1,651.9**	**6,256.7**	**5,750.1**
% change	**3.5%**		**8.8%**	
■ Boating & yachting				
Boating	—	—	—	—
Chesapeake Bay	50.5	46.0	182.4	170.3
Cruising World	159.0	165.3	481.6	481.4
Lakeland Boating (11X)	94.5	81.5	354.9	304.7
Motor Boating & Sailing	157.3	170.0	736.1	754.5
Sail	119.7	147.4	430.3	476.5
Small Boat Journal(6X)	—	—	109.9	122.9
Trailer Boats(11X)	89.0	68.4	313.6	269.2
Western Boatman(6X)	—	—	109.6	82.4
Yachting	150.4	136.3	629.5	609.2
Total Group	**820.5**	**814.9**	**3,347.9**	**3,271.1**
% change	**0.7%**		**2.3%**	
■ Civic/fraternal				
American Legion	24.7	29.8	145.4	135.7
Elks (10X)	14.4	17.8	70.9	88.5
Kiwanis	13.9	19.1	55.1	54.4
Lion (10X)	6.3	8.0	24.5	33.2
Rotarian	14.2	16.6	64.6	60.5
V.F.W. (11X)	27.6	29.3	122.4	127.5
Total Group	**101.1**	**120.6**	**482.9**	**499.8**
% change	**-16.2%**		**-3.4%**	
■ General				
American Health (10X)	59.9	62.2	219.9	216.7
American Heritage (8X)	32.5	30.3	102.7	56.2
American West (6X)	47.5	43.3	80.5	72.5
The Atlantic A.	64.8	65.9	171.3	174.3
Bon Appetit A.	81.6	83.0	291.6	313.8
Cable Guide	38.6	25.4	124.7	95.4
Changing Times	59.0	61.6	243.0	260.2
Conde Nast's Traveler	56.1	—	192.2	—
Connoisseur	98.7	92.7	315.4	265.5
Consumers Digest (6X)	—	—	43.3	53.8
Ebony	98.7	83.9	385.5	345.5
Fifty Plus	39.7	49.5	138.6	176.6
Food & Wine	54.1	58.2	196.2	204.3
Games (6X)	15.3	12.1	50.3	46.3
Golden Years	41.4	24.6	171.2	110.8
Gourmet	119.1	112.3	383.0	364.8
Harper's A.	33.7	48.9	125.6	137.4
Harrowsmith (6X)	—	—	124.2	104.6
Let's Live	68.0	49.0	209.0	188.0
Life	68.2	62.8	188.8	190.7
Mature Outlook	—	—	—	—
Modern Maturity (6X)	36.0	47.6	74.9	98.2
Money	120.8	150.8	461.6	505.0
Money Maker	7.3	—	15.3	—
Mother Jones (9X)	—	—	—	—
National Geographic	24.9	21.8	103.4	69.6
National Geographic Traveler(4X)	—	—	34.0	44.3
Natural History	50.4	32.9	163.0	152.2
Prevention	66.6	57.6	239.4	264.0
Psychology Today	27.1	28.2	121.7	128.0
Reader's Digest A.	122.5	107.3	407.1	338.8
Saturday Evening Post (9X)	33.4	37.9	109.8	121.8
Smithsonian	81.0	81.6	363.4	306.0
Sylvia Porter's Personal Finance (10X)	37.7	52.3	126.8	169.2
Town & Country	136.9	146.4	511.1	451.5
Travel-Holiday	67.4	71.7	237.9	251.3
Travel & Leisure	132.7	128.8	441.5	390.1
Vanity Fair	89.1	67.7	304.1	267.9
Writer's Digest	27.7	28.8	113.1	106.9
Yankee	75.7	98.5	312.3	321.9
Total Group	**2,214.1**	**2,135.3**	**7,887.6**	**7,304.0**
% change	**3.7%**		**8.1%**	
■ Home				
Americana (6X)	20.9	21.2	37.5	35.7
Architectural Digest A.	188.9	142.2	597.3	437.6
Better Homes & Gardens	120.5	137.6	421.2	413.3
Colonial Homes (6X)	67.2	67.0	109.8	111.0
Columbus Monthly-Homes (4X)	49.7	29.8	79.5	52.4
Country Home (6X)	60.8	51.8	102.7	88.0
Country Living	110.9	105.3	338.1	332.5
Family Handyman (10X) A.	62.6	62.8	195.9	213.7
Florida Home & Garden	63.6	39.8	223.4	152.6
Flower & Garden (6X)	47.5	52.6	101.9	104.4
Home	85.8	57.2	240.3	201.5
Home Mechanics	64.8	77.9	200.6	278.1
The Homeowner (10X)	32.7	35.5	120.5	123.5
Horticulture	49.8	47.1	189.4	161.7
House Beautiful	72.6	76.1	255.9	260.4
House & Garden	91.9	115.0	334.5	346.0
Metropolis	57.4	57.6	175.1	177.4
Metropolitan Home	148.1	108.5	359.1	264.8
1,001 Home Ideas	65.5	67.3	221.5	208.1
Organic Gardening	53.5	68.9	240.8	256.5
Phoenix Home/Garden	81.2	76.2	325.7	305.0
Practical Homeowner	36.4	42.5	183.3	193.5
San Diego Home/Garden	73.0	54.7	257.3	245.3
Southern Accents (6X)	—	—	207.9	179.9
Southern Living	171.1	149.1	490.3	472.7
Sunset Magazine A.	159.1	150.9	499.5	440.6
Workbench (6X)	—	—	91.8	109.1
Total Group	**2,035.2**	**1,894.4**	**6,600.7**	**6,185.1**
% change	**7.4%**		**7.1%**	
■ In-flight & other passenger				
Aboard Group (7X)	—	—	60.2	52.1
Alaska Airlines	57.0	53.8	223.8	217.6
America West Airlines	62.7	43.2	243.8	171.4
American Way (24X)	131.5	95.6	508.2	369.6
Brighton Inflight Group: Hawaiian Air (6X)	—	—	—	—
East/West Network: Continental	40.0	—	194.0	—
Eastern Review	52.0	75.8	228.2	314.8
Northwest	41.3	40.3	159.5	174.3
Pan Am Clipper	42.4	40.7	166.5	158.1
Spirit	61.3	54.7	249.8	236.5
TWA Ambassador	37.0	44.3	189.4	187.3
Vis 'A Vis	50.5	59.2	204.5	235.8
Halsey Publication: Delta Sky	81.0	83.7	325.5	305.7
Pace Communications: Piedmont Airlines	99.6	91.5	345.8	328.4
US Air	62.2	44.2	264.9	171.5
Spirit of Aloha (6X)	20.1	30.4	81.9	126.8
Total Group	**838.5**	**757.4**	**3,446.0**	**3,051.9**
% change	**10.7%**		**12.9%**	
■ Men's				
Esquire A.	101.7	103.3	327.4	321.0
Firehouse Magazine	40.0	43.0	161.3	163.8
Gentlemen's Quarterly A.	183.9	158.2	612.1	526.2
M Magazine	80.4	66.5	290.1	285.2
Muscle & Fitness	117.0	120.3	480.6	463.5
Penthouse A.	43.6	41.5	177.6	156.3
Playboy A.	43.9	46.8	195.2	187.1
Salute (10X)	27.9	24.4	84.1	52.7
Total Group	**638.3**	**604.0**	**2,328.4**	**2,155.8**
% change	**5.7%**		**8.0%**	
■ Metropolitan				
Aloha (6X)	29.4	31.5	48.1	59.4
Atlanta	70.3	60.3	243.8	214.5
Baltimore	67.9	76.3	246.0	280.7
Boston	157.3	150.2	561.2	560.5
California	68.8	50.1	256.3	220.2
Chicago	104.6	114.1	400.4	379.9
Chicago's North Shore	89.7	78.2	347.1	306.4
Cincinnati	45.7	65.7	182.8	205.3
Cleveland	68.5	75.3	291.5	362.1
Coast (39X)	205.7	278.0	509.2	590.3
Columbus Monthly	105.2	88.1	270.0	244.0
Connecticut	120.5	120.8	398.5	392.5
D/Magazine, Dallas/Ft. Worth	112.5	107.4	363.5	430.1
Denver	40.5	39.3	137.7	120.8
Detroit Monthly	120.3	83.0	302.9	284.5
Grand Rapids	49.2	49.3	140.8	145.7
Gulfshore Life (10X)	87.0	86.5	394.0	375.5
Honolulu	53.4	52.3	229.1	215.2
Houston Metropolitan Magazine	86.4	97.2	250.5	271.8
Louisiana Life	—	—	55.9	65.5
Madison	45.0	57.4	160.0	215.2
Memphis	78.0	77.8	290.0	294.8
Mid Atlantic Country	34.5	41.2	108.9	147.5
Milwaukee	58.2	56.8	210.4	208.1
Minneapolis/St. Paul	135.5	121.5	385.2	394.0
Nashville	46.0	42.0	178.0	205.0
New England Monthly	55.3	55.0	178.7	151.0
New Jersey Monthly	115.2	92.7	376.8	337.4
New Mexico	32.0	24.8	160.5	110.5
Ohio	50.6	47.4	191.5	212.2
Oregon (6X)	—	—	—	—
Orlando	91.0	104.5	361.6	377.8
Palm Beach Life	65.2	77.0	354.9	384.6
Palm Springs Life	—	—	—	—
Philadelphia	173.4	168.2	557.9	531.4
Phoenix	64.4	69.2	234.7	297.3
Pittsburgh	73.2	71.2	269.7	228.3
St. Louis	—	—	—	—
San Diego	160.7	157.8	752.3	675.1
San Francisco Focus	96.2	115.6	333.6	339.4
South Florida Magazine	107.1	67.3	375.4	215.2
Texas Monthly	116.6	94.5	361.4	349.6
Twin Cities	84.7	82.2	269.2	224.9
The Virginian (6X)	—	—	119.5	114.6
Washington (7X)	74.2	56.0	121.6	96.0
The Washingtonian	157.3	165.3	584.1	594.2
Total Group	**3,597.0**	**3,547.1**	**12,564.8**	**12,428.9**
% change	**1.4%**		**1.1%**	
■ Music/entertainment				
Audio	60.1	66.7	324.5	295.6
Dance Magazine	57.6	56.3	236.7	232.6
Playbill	46.1	44.3	179.6	164.2
Stereo Review	—	—	—	—
Video Magazine	52.0	63.0	244.0	291.0
Total Group	**215.8**	**230.3**	**984.8**	**983.4**
% change	**-6.3%**		**0.1%**	
■ Outdoor & sport				
Alaska	44.5	41.5	163.2	144.0
The American Handgunner (6X)	—	—	100.0	83.0
American Hunter	22.2	22.9	77.1	76.7
American Rifleman	26.2	30.5	98.1	104.0
Backpacker (6X)	—	—	—	—
Bass Master (10X) A.	95.3	69.1	402.3	345.4
Bicycling (9X)	143.0	127.6	364.4	298.3
Ducks Unlimited (6X)	—	—	43.2	40.0
Field & Stream	168.1	84.9	407.1	358.2
Fins & Feathers A.	25.2	47.3	85.2	175.5
Fishing World (5X)	—	—	111.4	111.7
Florida Sportsman	153.1	136.1	634.0	588.5
Golf Digest	134.3	108.2	470.8	409.0
Golf Magazine	121.2	79.5	512.2	396.4
Gun Dog (6X)	—	—	65.4	60.8
Guns	33.0	26.0	134.0	109.0
Guns & Ammo	39.3	60.6	188.4	171.6
In-Fisherman (6X)	149.0	117.0	294.0	276.0
Outdoor Life	100.3	79.8	334.5	334.4
Outside Magazine	71.5	74.7	200.0	192.5
Petersen's Hunting	31.7	68.8	180.2	173.6
Runner's World (12X)	35.5	44.5	138.9	137.8
Salt Water Sportsman	116.4	110.6	572.4	515.0
Sierra (6X)	—	—	79.7	82.2
Shooting Times	32.8	24.2	152.9	135.2
Ski (8X) A.	33.2	36.4	293.4	252.2
Skiing (7X) A.	—	—	263.1	203.3
Skin Diver	121.3	100.6	439.9	394.4
Southern Outdoors (9X)	61.3	50.8	288.0	216.7
Southern Saltwater(8X)	49.0	32.0	171.4	97.6
Sport	49.7	46.7	167.5	152.9
Sports Afield	102.2	98.0	333.0	407.6
Tennis	91.4	73.1	284.2	244.0
Waterski (8X)	81.3	66.0	224.0	126.0
Western Outdoors (10X)	46.2	62.1	224.0	202.9
Wildfowl (6X)	14.7	7.9	29.5	16.7
Wing & Shot (6X)	—	—	26.2	20.5
World Tennis	86.9	32.5	248.4	90.8
Total Group	**2,279.7**	**1,959.8**	**8,803.9**	**7,744.3**
% change	**16.3%**		**13.7%**	
■ Photography				
American Photographer	29.2	31.3	112.8	117.8
Petersen's Photographic	29.3	32.0	95.9	101.6
Popular Photography	79.8	74.3	317.7	267.2
Total Group	**138.3**	**137.6**	**526.4**	**486.6**
% change	**0.5%**		**8.2%**	
■ Science/electronic/mech				
Discover	40.3	42.9	158.0	181.8
Family & Home Office Computing	43.2	40.1	176.3	195.5
Omni	64.0	58.0	229.9	220.3
Personal Computing	202.4	131.2	932.4	506.5
Popular Mechanics	95.7	102.3	330.8	354.0
Popular Science	85.7	89.2	280.3	268.4
Scientific American	50.2	27.0	153.9	132.1
Spectrum	51.3	62.3	254.2	269.1
Total Group	**632.8**	**533.0**	**2,515.7**	**2,127.6**
% change	**18.7%**		**18.2%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A.	365.6	327.9	1,069.2	909.8
Cosmopolitan A.	199.8	200.8	714.3	765.0
Elle Magazine	208.6	187.0	629.7	694.9
Essence	—	—	—	—
Family Circle (17X) A.	200.1	128.9	566.4	460.6
Glamour	196.9	240.0	665.9	741.0
Good Housekeeping A.	139.7	165.6	474.0	509.1
Harper's Bazaar	134.1	131.3	473.8	544.9
Health	41.5	48.5	176.9	171.4
Ladies' Home Journal	110.6	114.5	[illegible]	393.1
Mademoiselle	170.1	188.7	[illegible]	578.8
McCall's	80.1	89.0	[illegible]	360.6
Military Lifestyle	32.1	46.9	165	186.8
Modern Bride (6X)	297.2	242.4	852.9	817.4
Ms.	23.5	38.3	119.7	144.0
New Woman	99.3	101.5	429.9	409.4
Parents Magazine A.	107.0	122.5	379.6	389.6
Redbook	98.0	92.2	386.2	360.7
Savvy	46.6	41.8	175.3	144.5
Self	105.4	127.1	384.1	386.2
Seventeen	155.4	139.7	450.1	485.9
Shape	76.0	76.5	274.3	280.9
Soap Opera Digest (26X)	24.0	22.2	81.9	65.9
Soap Opera Update	9.3	—	39.0	—
Teen Magazine	69.8	62.0	184.0	192.2
True Story A.	41.4	52.9	184.9	190.7
Vogue	243.6	251.5	1,076.0	1,068.1
W Magazine	108.6	94.6	512.5	508.3
Weight Watchers	37.8	30.0	151.0	130.7
Woman (10X)	46.3	35.5	128.6	99.0
Woman's Day (16X) A.	116.1	108.1	497.5	496.1
Women's Sports & Fitness	—	—	—	—
Workbasket	24.4	32.2	112.3	136.7
Working Mother	71.3	78.3	268.8	302.9
Working Woman	97.9	106.7	360.7	359.9
Total Group	**3,776.0**	**3,725.1**	**13,233.4**	**13,285.3**
% change	**1.4%**		**-0.4%**	
■ Youth				
Boys' Life	17.9	10.4	70.7	58.1
Campus Life (10X)	36.2	36.5	190.8	182.0
Total Group	**54.1**	**46.9**	**261.4**	**240.1**
% change	**15.3%**		**8.9%**	
■ Business/national				
Barron's	190.8	219.0	720.8	811.1
Black Enterprise	48.8	35.0	267.3	223.4
Business Week (52X) A.	454.6	439.1	1,278.4	1,286.5
Business Month	47.4	24.8	135.5	102.6
Financial World (26X)	80.7	79.4	228.2	253.1
Forbes (26X)	351.3	381.1	953.6	971.2
Fortune (26X)	354.3	375.7	984.0	870.8
Frequent Flyer	57.3	61.8	213.6	207.2
Futures	38.7	42.9	231.6	207.7
Income Opportunities	94.9	73.7	302.9	259.4
Industry Week (25X) A.	96.5	72.2	293.9	269.9
Venture	52.4	51.5	204.0	247.1
Total Group	**1,867.8**	**1,856.3**	**5,813.7**	**5,710.0**
% change	**0.6%**		**1.8%**	
■ Business/regional				
Advantage-Nashville's Bus. Monthly	73.0	58.0	242.0	204.0
Arizona Bus. Gazette (52X)	73.5	67.5	282.8	252.2
Baltimore Bus. Jrnl	94.3	80.7	322.6	336.8
Boston Bus. Jrnl (52X)	124.7	127.3	491.2	474.1
Bus First of Buffalo	—	—	—	—
Bus First of Columbus	88.6	86.7	288.7	377.2
Bus Jrnl-Milwaukee	120.8	113.7	504.5	451.2
Bus Jrnl-Sacramento	—	—	—	—
Bus North Carolina	29.2	38.0	123.0	147.3
Capital Dist. Bus. Review (52X)	93.7	—	315.4	—
Caribbean Business	—	—	—	—
Cincinnati Bus Courier	120.2	112.4	429.5	417.3
Corporate Rpt Kansas City	20.7	22.8	64.9	73.1
Corporate Report Minnesota	68.0	68.0	271.0	281.0
Crain's Chicago Bus. (52X)	156.1	147.0	548.2	562.0
Crain's Cleveland Bus. (52X)	71.1	66.7	241.8	208.5
Crain's Detroit Bus. (52X)	74.4	80.4	287.6	285.5
Crain's New York Bus. (52X)	59.0	43.0	190.0	126.0
Florida Trend (13X)	126.2	194.3	305.0	466.4
Georgia Trend	90.1	103.0	246.1	306.5
Grand Rapids Bus. Jrnl	36.5	47.6	182.6	172.9
Hawaii Business	38.8	41.0	146.8	160.0
Houston Bus. Jrnl (52X)	74.0	64.0	285.0	212.0
Indianapolis Bus. Jrnl (52X)	161.7	136.1	511.2	516.5
Kansas City Bus. Jrnl	79.7	79.0	290.5	372.7
Manhattan Inc.	64.3	83.2	220.7	284.1
New England Bus. (20X) A.	68.2	80.7	222.7	244.1
New Orleans City Bus.	51.1	45.8	200.0	199.5
Pacific Bus. News (52X)	102.3	111.2	404.5	426.5
Philadelphia Bus. Jrnl (52X)	148.3	139.5	581.0	528.7
Pittsburgh Bus. Times (52X)	102.0	84.0	395.2	369.1
Providence Bus News	79.4	70.0	283.1	224.5
Regarde's/Washington	188.0	166.0	593.0	551.0
San Diego Bus. Jrnl (52X)	52.7	—	174.8	—
San Jose Bus. Jrnl	62.7	—	226.7	—
South Florida Bus. Jrnl	67.0	83.7	290.7	370.1
St. Louis Bus. Jrnl (52X)	134.7	134.2	433.2	485.0
Texas Business	28.6	31.6	101.8	129.0
Warfields Monthly Baltimore	91.1	68.6	261.9	248.2
Total Group	**3,114.8**	**2,875.5**	**10,959.7**	**10,462.9**
% change	**8.3%**		**4.7%**	
■ National Sunday magazines				
Parade (52X)	52.6	48.8	210.4	203.1
USA Weekend (52X)	53.3	46.0	200.9	167.6
Vista Magazine	19.7	13.4	58.8	39.4
Total Group	**125.7**	**108.1**	**470.1**	**410.1**
% change	**16.2%**		**14.6%**	
■ Newspaper Sunday magazines				
Boston Globe	—	—	—	—
Chicago Tribune	106.5	134.1	410.2	429.6
Cleveland Plain Dealer	79.3	81.7	253.8	216.5
Columbus Dispatch	34.4	56.1	109.6	152.6
Detroit News	52.0	74.0	226.0	263.0
L.A. Times	108.2	125.9	302.4	260.1
Louisville Courier-Jrnl	33.0	58.0	138.0	218.0
Miami Herald	37.0	39.3	150.3	202.7
New York Times Magazine	392.6	344.7	1,331.5	1,300.3
Philadelphia Inquirer	93.0	97.0	303.2	276.0
Seattle Times	68.0	74.0	239.0	214.0
St. Louis Post Dispatch	70.9	83.3	281.2	285.7
Toledo Blade Magazine	40.4	65.2	129.3	174.1
Washington Post	111.9	154.9	420.8	535.5
Total Group	**1,227.3**	**1,388.2**	**4,295.3**	**4,528.1**
% change	**-11.6%**		**-5.1%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	141.9	120.3	562.8	487.5
Army Times Military Group:				
Air Force Times (52X)	149.4	172.1	604.8	636.3
Army Times (52X)	144.5	167.7	576.6	617.3
Navy Times (52X)	170.2	189.7	672.1	698.2
The Blood-Horse (52X)	255.5	276.1	1,416.3	1,741.9
Capper's (26X)	18.6	21.0	102.9	137.8
Commonweal (22X)	9.9	9.5	24.2	27.0
Golf World (43X)	167.7	143.5	499.2	397.5
Grit (52X) A.	28.7	24.3	124.7	123.0
National Jrnl (50X)	86.2	107.5	252.2	253.7
National Review (25X)	51.6	33.9	147.6	124.4
New Republic (48X)	36.5	43.6	149.4	141.5
New York Magazine (50X)	329.7	265.8	3,293.5	3,142.7
New Yorker	226.6	181.5	741.6	737.1
Newsweek (52X) A.	197.5	222.4	740.5	787.0
People (52X)	299.4	299.5	1,043.7	1,033.9
Rolling Stone (25X)	166.2	158.4	542.2	469.3
Sporting News (52X)	54.5	62.4	198.6	202.8
Sports Illustrated (52X) A.	232.0	244.5	991.9	842.7
Time (52X) A.	213.7	205.6	773.9	770.4
Travelhost (52X) C.	3,248.5	3,219.0	11,847.5	11,739.0
TV Guide (52X) A.	—	—	—	—
US Magazine (26X)	49.6	78.8	181.2	178.9
U.S. News & World Rpt (52X)	153.5	116.4	567.7	478.1
Total Group	**6,431.8**	**6,363.6**	**26,055.0**	**25,768.0**
% change	**1.1%**		**1.1%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. Ad Age makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Prodigy TV spots show celebrities such as Linda Ellerbee around the home, which in each case has a personal computer.

Linkup

IBM, Sears set ads for videotex venture

By JUDITH GRAHAM

Advertising introducing the long-awaited videotex joint venture of IBM Corp. and Sears, Roebuck & Co. to Atlanta; Hartford, Conn.; and San Francisco breaks on cable TV soon after Memorial Day.

The commercials are designed to build awareness of what the new Prodigy Services Co. offers: home shopping, information, news and message capabilities via home computer. Broadcast TV spot buys break in the fall as Prodigy expands to several unidentified new markets.

People in the computer and communications industries will be watching closely to see how Prodigy fares. Although videotex was predicted to grow into a $1 billion market by 1992, virtually all early videotex ventures have flopped, generating little consumer enthusiasm.

But Prodigy could have a shot at breaking the market open, in part because of the deep pockets and marketing orientation of

(Continued on Page 93)

4A's sounds its battle cry

By GARY LEVIN and JON LAFAYETTE

Faced with prospects for an even more depressed advertising climate in 1989, agency executives at the annual meeting of the American Association of Advertising Agencies defended the "value added" role of their business to clients.

At the 70th annual meeting, held in White Sulphur Springs, W.Va., speakers continued to rally against the "commoditization" of agencies and warned members against losing a "unique perspective" by "becoming too much like our clients."

Although similar concerns have been voiced before, the tone of the meeting and comments from those in attendance signal a more concerted attempt to grapple with the problem.

Economic pressures have squeezed agency profits and are leading advertisers to view agencies more as "interchangeable vendors of marketing services" whose offerings can be picked out like "ordering Chinese takeout food," said Leonard Matthews, Four A's president.

The trend is "aided and abetted by a few misguided consultants who seem to think that all agency services can be bought by the hour the way nuts and bolts are bought by the pound.

"In too many cases, what used to be true marketing partnerships

(Continued on Page 92)

Staff photo by Mary Hanlon

William Welthas Jr., new Four A's chairman, stands between Glen Fortinberry (l.), new vice chairman, and Leonard Matthews, president.

Writers strike a boon to Games

Olympic win for NBC

By VERNE GAY and PATRICK McGEEHAN

New York—The Writers Guild of America strike appears to be *helping* NBC.

The delay that the strike is causing in the fall prime-time TV season is forcing several major package-goods advertisers to break with tradition and purchase time on the 1988 Summer Olympics.

NBC-TV has confirmed that it's close to deals with several major advertisers but declined to identify them.

Procter & Gamble Co., which earlier had said it wouldn't be an Olympics sponsor, is believed to be among them, though neither P&G nor NBC would comment.

Lever Bros. sources also confirmed that it has been talking to NBC about a Summer Games buy. One source said the company was "still trying to figure out fourth-quarter budgets," adding that a buy is possible.

NBC said it had "at least" $150 million in Olympics buys pending, though some of that is expected to come from traditional sponsors, including telecommunications companies such as AT&T Co. and MCI Communications Corp.

The network already has sold about $450 million in ad time, or more than 80% of its sales goal. NBC claims it will sell out its total Olympic ad inventory by the end of July.

NBC has been aggressively pitching its scheduled telecasts of the Olympics and the World Series as the only likely "original" non-news programming on network TV from September to November.

CBS earlier indicated its fall season may not start until November. It remains unclear whether CBS will schedule original movies or miniseries against the Olympics in September. That

(Continued on Page 93)

Last Minute News

Kodak, Sterling to juggle media buying

Rochester, N.Y.—Eastman Kodak and its newly acquired Sterling Drug unit are expected to reshuffle some $160 million in national TV billings among their existing New York shops. Sources said that Kodak met with its agencies here May 20 and that an announcement could be made as early as this week. J. Walter Thompson USA handles some $50 million as network TV agency of record for Kodak. Lintas:New York does daytime and network buys for Sterling, while N W Ayer handles Sterling's cable TV, news and syndication buying. Slater Hanft Martin is agency of record for Sterling's sports buys. Young & Rubicam is also a Kodak agency; Lowe Marschalk and Warwick Advertising have some Sterling business. Separately, Kodak this week breaks a $25 million-to-$35 million TV campaign for its con-

(Continued on Page 8)

How agency salaries stack up—P. 3
New Saatchi home lookin' good—P. 40
Who's tops in ad efficiency?—P. 48

FOCUS ON TOBACCO

Tobacco giants dig deeper into promotion

By JUDANN DAGNOLI

U.S. Surgeon General C. Everett Koop's branding of cigarette smoking as an addiction might add some fuel to the fiery arguments against cigarette ads, but advertising is only a minor part of today's media mix for tobacco marketers.

Although U.S. tobacco companies spent $871 million on advertising in 1987, they put $1.5 billion into promotion, according to ADVERTISING AGE estimates.

Direct mail also is rapidly increasing as a medium for tobacco marketers, with R.J. Reynolds Tobacco Co. spending more than $100 million a year in direct marketing, according to one estimate.

The industry claims an ad ban is unthinkable and refuses to consider the consequences of one. Some sources said there would be only one effect of an ad ban: Brand shares would freeze.

Brennan Moran, assistant to the president of the Tobacco Institute, said the effect of a ban would be that "Company X would no longer be able to compete with company Y," because consumption in tobacco is declining and the only way to compete is to steal share from competitors, mainly through advertising.

She said the effect of an ad ban would be on "competition, not consumption."

John C. Maxwell Jr., analyst with Wheat First Securities, said the impact of a ban would be to "stabilize what's already going on." He said Philip Morris Cos. would continue to gain share, while shares for Brown & Williamson Tobacco Corp. and Liggett & Myers would continue to decline.

But share stealing can be done through direct mail. Reynolds has built up a state-of-the-art data base of 25 million smokers to target users of competing brands.

Joe Furnia, senior account manager at JFY/Audit America, Melville, N.Y., the primary contractor of the data base, said, "R.J. Reynolds certainly could survive an ad ban and Philip Morris, too, at this point, by marketing directly to their customers."

James Rosenfield, president of Rosenfield/Vinson Direct, San Diego, said he also believes the industry "can live on direct marketing alone. I also think they could live with retail distribution and vending machines closed to them. Certainly Reynolds and Philip Morris could."

Some marketing professors believe an ad ban could actually be beneficial to tobacco companies. John Deighton, assistant professor of marketing at the University of Chicago Graduate School of Business, said that if cigarettes weren't advertised—and therefore less in the public eye—smoking would become a "less political issue."

The tobacco industry has been girding for ad restrictions for some time. "No responsible international tobacco company hasn't prepared for that eventuality," said L. Douglas Keeney, president-ceo of C.A. Blockers Inc., a private-label tobacco company.

In the U.S., Philip Morris and Reynolds are running promotions that have little or nothing to do with smoking.

For more than 10 years, PM has offered consumers western-style merchandise with a largely direct-mail program called the Marlboro Country Store. This year, the company began the Benson & Hedges Quality Choice Collection, a direct effort offering big discounts on big-ticket items such as stereos.#

Judith Graham and Alison Fahey in New York contributed to this story.

Breakdown of tobacco spending in '87

Media category	$ in millions	% of total
Trade promotion	$668.4	38%
Direct marketing	493.6	28
Magazines	234.0	14
Outdoor	204.5	13
Point of purchase	169.6	7
Sampling	101.7	7
Sports marketing	100.0	4
Newspapers	85.9	4
Non-sports events sponsorships	66.5	3
TOTAL:	$2.92 billion	

Source: Ad Age estimates

Highlights

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24 Obie Best goes to Canada shop
Cossette Communication Marketing, Montreal, has reeled in outdoor's Best of Show.

28 Pepsi clothes losing zip?
The heyday of licensing products as personalities, at least for clothing, seems to be winding down as Pepsi and VF Corp. end their licensing pact.

45 A bright spot at Motel 6
The light's on again at Motel 6, and Tom Bodett is one of the reasons why.

68 HEARx turns up volume
HEARx, a chain of hearing-enhancement centers, is turning up the volume on hearing aids.

70 Car imports, beware
U.S. carmakers are picking off their import rivals with targeted products and marketing strategies.

71 Europe zooms in on TV time
Ad groups are applying pressure to wrest more TV commercial time in Europe.

72 Mailers eye private carriers
Direct marketers plan to test private carriers as an alternative to the official mails.

82 Not much in the oven at food show
Few new products were offered at the Food Marketing Institute's annual convention, reflecting the industry's cautious attitude.

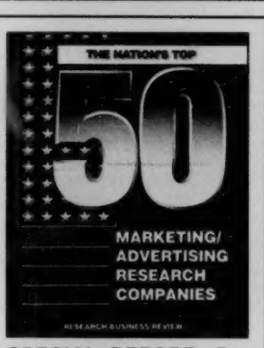
86 Fat kids, skinny kids . . .
Anyone who grew up in the 1960s probably remembers the Armour hot dog song. Well, it's back.

88 Kodak offers refunds
Eastman Kodak Co. is spending about $1 million on print ads to find people it owes money.

INTERNATIONAL

67 AIDS ads annoy Aussies
An Anti-AIDS effort that includes six-foot-long pink condoms displayed on buses is creating quite a stir in Sydney, nearly a year after the controversial Grim Reaper campaign.

AD REVIEW: Smash the taters! P. 94.



SPECIAL REPORT: Research Business Review starts after P. 58.

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Publishers fear cigarette uproar

By PATRICK REILLY

The ruckus raised by the U.S. Surgeon General made publishers of magazines that accept tobacco ads more concerned than ever about a possible ad ban.

For many years, magazine publishers have resigned themselves to the continued erosion in tobacco ad spending, but tobacco spending in magazines actually rebounded in 1987 by 4% to $334 million and represents a significant chunk of many magazines' revenue streams.

"Losing cigarette ads would be a major loss for us," said Thomas Hickey, advertising sales director, *Sports Illustrated*. "Tobacco is still a great deal of business for us, and as long as it's a legalized product, we will solicit the business."

An ad ban would immediately hurt youth and male-oriented magazines, such as *Rolling Stone* and *Sports Illustrated*, which have traditionally relied on tobacco dollars.

In 1987, *Sports Illustrated* accepted $29 million in cigarette and tobacco ads, or 11% of its total ad revenue. In the first three months of 1988, the magazine's tobacco pages are up 15% and revenue up 28%, from the same period in 1987.

For *Rolling Stone*, tobacco ad pages increased 20% in 1987 to 161. "I would hate to lose cigarette ads, especially at a time when we are gaining the business," said Les Zeifman, VP-associate publisher.

The negative effect would also spread to national newsweeklies and women's service magazines, which derive between 5% and 10% of their revenue from tobacco ads.

But a ban would be particularly devastating to such special-interest magazines as *Sport* and *Soap Opera Digest*, where tobacco ad pages represent 21% and 49%, respectively, of their total ad pages.

"Any time you might lose 20% of your business means trouble," said Chuck Stentiford, *Sport* publisher.

Magazines aren't the only medium that could feel the effects of a tobacco ad ban.

About 22% of the $1.3 billion spent annually on outdoor advertising is for cigarette ads. But spending declined 14.8% to $286.6 million in 1987, according to the Institute of Outdoor Advertising.

Industry experts predict a ban would only harm them for the short term, because outdoor companies have begun to attract such non-traditional users as package-goods and service-related companies, an institute spokesman said.#

Alison Fahey in New York and Ira Teinowitz in Chicago contributed to this story.

Tobacco's top books

(Tobacco spending in millions of dollars)

Magazine	1987
1. TV Guide	$31.6
2. Sports Illustrated	28.9
3. People Weekly	25.4
4. Time	22.2
5. Newsweek	13.9
6. Better Homes & Gardens	11.6
7. Family Circle	9.8
8. Playboy	9.3
9. Woman's Day	8.4
10. Cosmopolitan	7.2

Source: Leading National Advertisers

Meese makeover?

PR shop ready to take assignment

By STEVEN W. COLFORD

WASHINGTON—U.S. Attorney General Edwin Meese quietly has been talking to Hill & Knowlton about a public-image makeover. But since that news leaked out just as he was firing his longtime spokesman, Terry Eastland, it may all be off.

Chuck Crawford, regional general manager of H&K's office here, said he isn't sure whether the attorney general is still interested in retaining the public relations agency's services.

"I still hope it's on, but the people at the Department [of Justice] said, 'Give us a few days' to decide," he said. "Now it's a question whether this could be effective; to really be effective, we would have had to be invisible."

The plan, confirmed by the Justice Department, was to improve the public's perception of the department and Attorney General Meese as drug fighters.

"The attorney general wanted to see if the communication of the drug enforcement effort . . . could be enhanced," Mr. Crawford said. But "we never really got to first base in the talks, because word got out . . . making it look like a political job, which it wasn't going to be."

Illustration by David Krahn

But if the H&K assignment wasn't politically oriented, perhaps it should have been. Reaction to Mr. Meese's firing of Mr. Eastland last week for not defending him strongly enough triggered outcries from some of the attorney general's staunchest supporters.

For the second time this year, professionally produced color posters saying "Meese is a pig" are turning up all over town, plastered onto bus shelters, construction sites, government buildings, offices and vacant sites.#

Coca-Cola to shake Tropicana

By JENNIFER LAWRENCE

Coca-Cola Foods will take direct aim at Tropicana Products' stranglehold on the premium ready-to-serve orange juice segment with next month's introduction of Minute Maid Premium Choice.

In its largest, most aggressive marketing push ever, the Coca-Cola Co. division will initially roll new Minute Maid Premium Choice into the Northeast—the heart of Tropicana's ready-to-serve, chilled orange juice market.

Ad spending will be the national equivalent of $40 million, more than Coca-Cola Foods has spent on any other product launch.

A 30-second TV spot breaking the week of June 20 will position the product with the tag "Minute Maid is gourmet OJ."

The commercial, created by Lowe Marschalk, New York, features different kinds of people drinking the product.

Coca-Cola Foods wouldn't reveal specific rollout plans but confirmed that the Northeast introduction of Minute Maid Premium Choice is the first step of a national rollout.

The move by Coca-Cola Foods is expected to shore up the orange juice category, where double-digit growth in ready-to-serve, chilled orange juices has offset declines in the frozen concentrate segment.

Though Coca-Cola Foods leads the $2.6 billion orange juice category with an overall 23.6% market share, the Minute Maid brand has been soundly tromped in the fast-growing chilled segment by No. 2 Tropicana, whose growth has been driven by its Pure Premium orange juice.

Tropicana Products, acquired in March by Seagram Co., has held a competitive edge over Minute Maid and Procter & Gamble Co.'s third-ranked Citrus Hill Select.

Tropicana has been the only juice marketer to offer a ready-to-serve orange juice that's not made from frozen concentrate.

Last year, Tropicana held a 31% share of the $1.4 billion ready-to-serve orange juice market, compared with Minute Maid's 18.6% share for its chilled line made from

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World News Roundup

LONDON—Saatchi & Saatchi Co. is expected to report pretax profits of $120 million for the six-month period ended March 31. The agency announces its interim financial results next week.

SAO PAULO—BBDO Worldwide and Alcantara Machado, Periscinoto Comunicacoes, Brazil's No. 2 agency, will announce their new association by mid-June, sources say (AA, Jan. 18). BBDO, however, first has to dissolve its majority affiliation with Lage Stabel/BBDO.

LONDON—The British government announced the creation of a Broadcasting Standards Council to examine TV programs for sex and violence and draw up a code of conduct for broadcasters. William Rees-Mogg, former British Broadcasting Corp. vice chairman, was named chairman.

AUCKLAND—Cadbury Schweppes Hudson moved its $4.1 million account to DDB Needham Worldwide from BBDO affiliate Colenso Communications.

MOSCOW—Visa International and Sony Corp. of America decided at the last minute to sponsor "Pozner in America," a five-part TV

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New General Foods plan teaches ABCs to agencies

By JUDANN DAGNOLI

General Foods Corp. unveiled a new agency payment policy for its GF USA Division last week, and the agency people working under the same old grind at Coffee & International and Oscar Mayer Foods are sure to be pressing for corporate-wide implementation.

The improved compensation package gives agencies up to 3 percentage points more in revenue for outstanding advertising. The agencies have suffered revenue declines on GF's coffees since coffee ad budgets were cut in favor of promotional spending.

Hardest hit was Ogilvy & Mather, which handled Maxwell House. Spending for that brand dropped from $70 million to nearly zero last year. GF resumed Maxwell House advertising this month, but it's not known whether spending will reach previous levels.

Still, most GF agencies will get in on the new policy. D'Arcy Masius Benton & Bowles, Grey Advertising, O&M and Young & Rubicam, all New York, work for GF USA. All except Grey also handle a coffee brand. DMB&B handles Brim and Yuban, and Y&R has Sanka.

Oscar Mayer Foods is handled by J. Walter Thompson USA, Chicago, and DMB&B.

"Eventually what is being done for one division will be done for the other divisions," one source said. "But that doesn't mean the form of payment will be the same."

Under the new compensation system going into effect January 1989,

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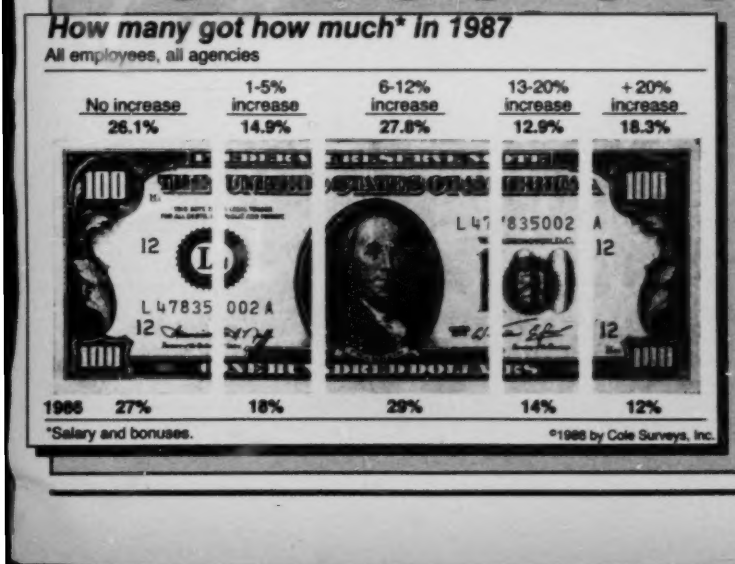
Agency pay: performance counts



Overall increases average 9.6%

By BEN S. COLE and MATT SIZING

Ad agencies reserved the big money for their best performers in 1987, while offering little or nothing in the way of pay gains to a large segment of the work force.

About three-quarters (74%) of the matched sample in this third annual survey of agency compensation got an increase.

Of those who received total pay—base salary and bonuses—boosts, the average increase was 15.6%, up from 14.6% a year ago.

One of every six employees who got an increase received a hike of 25% or more.

But by not giving an increase to 26.1% of their employees, U.S. agencies were able to hold overall increases to an agency average of 9.6%.

Agencies with billings of less than $10 million set the pay-increase pace by awarding 72% of their work force with an average total increase of 17%.

This year's Cole Survey of Compensation in Advertising Agencies, conducted for ADVERTISING AGE, is the largest study so far and features information on 5,250 executives, managers, copywriters and other key employees, nearly double last year's sample of 2,667.

About two-thirds (68%) of the employees in this year's study made a combined salary and bonus of up to $50,000, while another 22% earned between $50,000 and $100,000, and 10% made more than $100,000.

Of the 498 employees who hit six figures, 74 earned at least $250,000, and nine made more than $500,000.

At the very top of the agency hierarchy, it was feast or famine. Close to half the ceos saw no increase in

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